



CPG Subcommittee Meeting
September 11, 2015
Project Initiation Activity Results

Meeting Purpose

- Present and discuss results of the Project Initiation Activity
- Present and discuss preliminary existing conditions analysis



**SHOW US YOUR
PATH OF
DISCOVERY**

1 A friend is moving to Mission Valley and you have offered to show him/her around. Plan a day of exploration by identifying your favorite special places in the community. Use the following symbols to mark those places on the map:

- (L)** Best Place to *Live*
- (F)** Best *Food & Beverage*
- (S)** Best *Shopping*
- (E)** Best *Entertainment*
- (X)** Best Place to *Exercise*
- (N)** Best Place to be in *Nature*
- (R)** Best Place to *Relax*

- Write down the name of the place and any notes in the white spaces around the map
- Choose multiple places if desired
- Look for hidden gems and unique places!

2 Draw a "Path of Discovery" between the key destination points. Think about a path that includes:

-  Bike
-  Transit
-  Walking

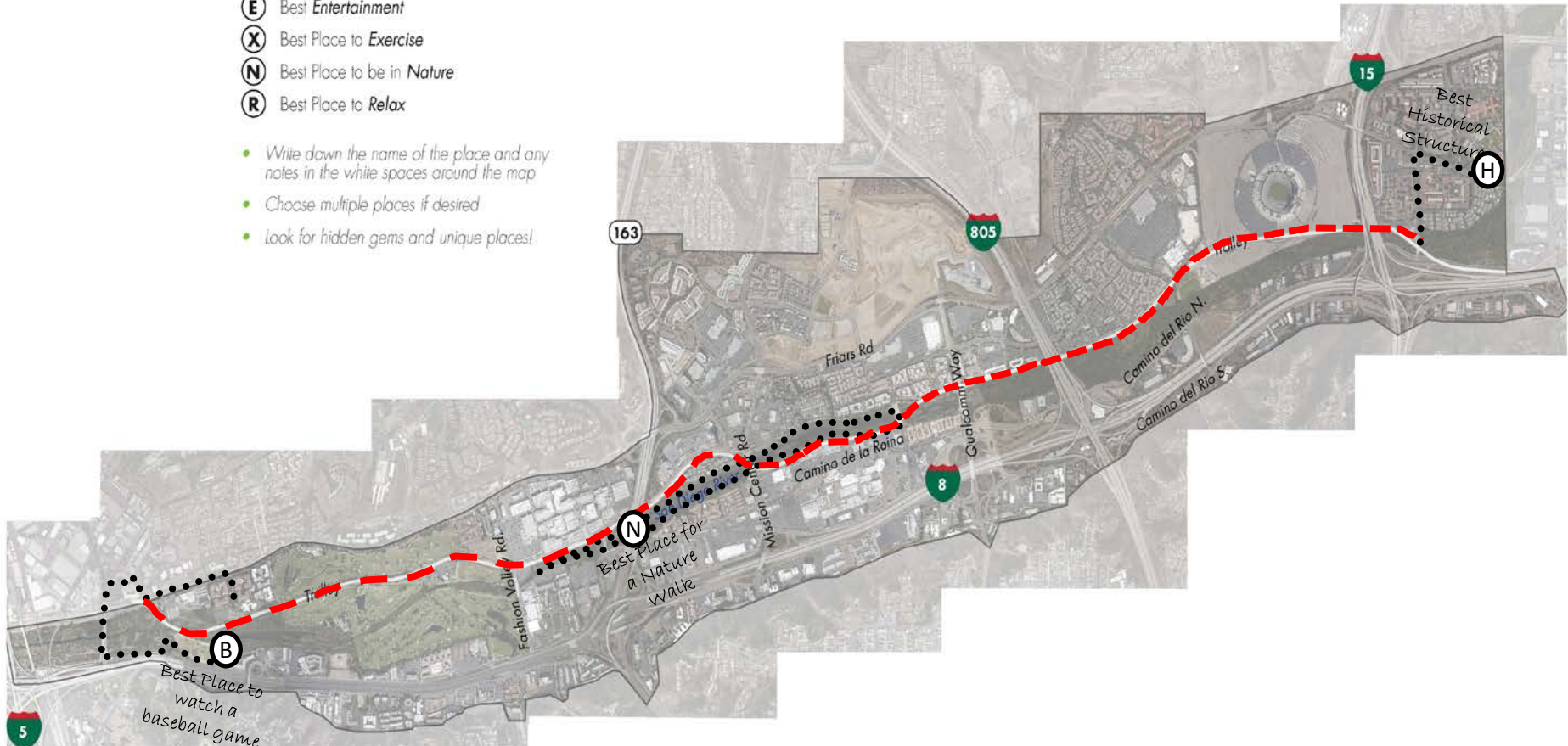
3 Pick three places from your path.

TOP 3 PLACES:

- San Diego River Nature Walk
- Sefton Field
- Mission Basilica de San Diego de Alcala

4 Provide photos and feedback on the questions written on the back side of this page. When you have completed the exercise, please bring to the next meeting or email Tara Lieberman at:

Tlieberman@sandiego.gov



PHOTOS

1 What makes your top 3 places special?

They demonstrate that Mission Valley has some hidden gems among the dense housing and commercial properties.

2 How do these places contribute to the character of Mission Valley?

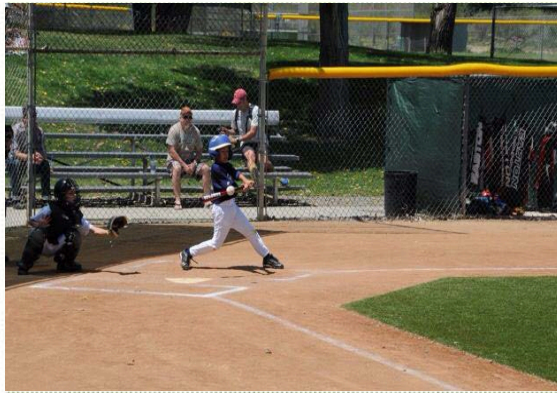
They celebrate the history, nature and youth that is part of the richness and fabric of the Mission Valley area.

3 Why did you chose the path you drew between special places?

There are limited options to access two of the sites, the SD River and Sefton Park so choices are limited by development and nature. Building the pedestrian bridge across the San Diego River at the MV YMCA would open up access to Sefton field, easier access to the Cottonwood Grove in the Mission Valley Preserve and connect the San Diego River Park Bike/pedestrian trail with the Mouth of the San Diego River/Ocean Beach.

4 What are some of the challenges you faced connecting your places?

While the mission valley area includes a wonderful trolley line it lacks a coherent and consistent transit, pedestrians and bicycle system. Access to the sites can be challenging, and dangerous, especially for bike riders and pedestrians.



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TOP 3 PLACES:

- San Diego River Trail
- Wood Ranch BBQ & Grill
- Starbuck's

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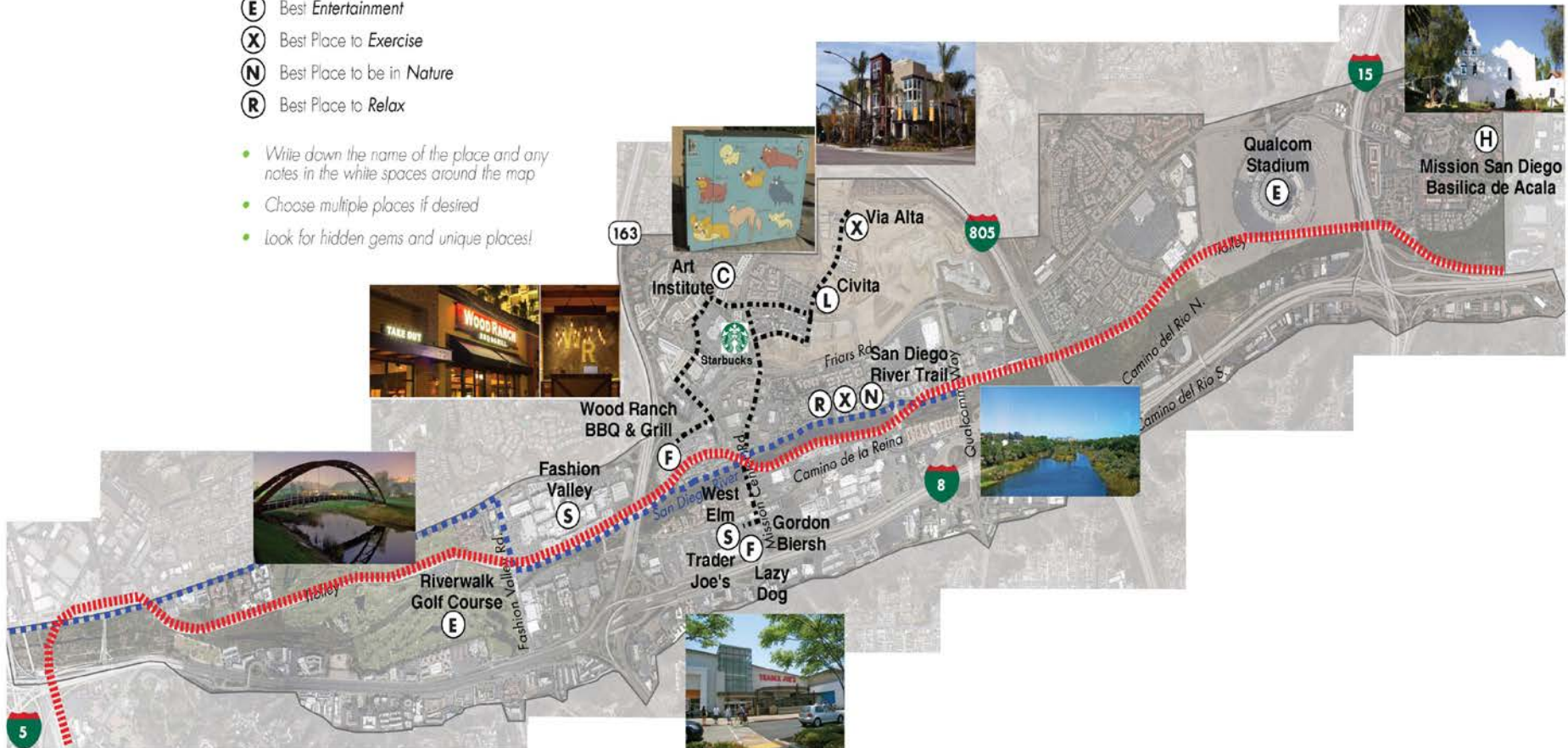
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- (H) Best Historic Value
- (C) Best College

- (L) Best Place to Live
- (F) Best Food & Beverage
- (S) Best Shopping
- (E) Best Entertainment
- (X) Best Place to Exercise
- (N) Best Place to be in Nature
- (R) Best Place to Relax

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- — — — — Bike
- ||||| Transit
- Walking



PHOTOS

1 What makes your top 3 places special?

San Diego River Trail - connection to nature within an urban environment.

Wood Ranch BBQ & Grill - quality dining within an upscale environment within walkable distance of Civita (home).

Starbucks - a neighborhood meeting place where familiar faces start their mornings off with a little Joe.

2 How do these places contribute to the character of Mission Valley?

San Diego River Trail - Mission Valley's linear public open space.

A rich cultural and environmental asset to the Valley.

Wood Ranch BBQ & Grill - while a chain restaurant, the quality and character of the venue suggests neighborhood restaurant. The next Phil's BBQ.

Starbucks - a neighborhood cafe offers impromptu social exchanges.

3 Why did you chose the path you drew between special places?

It is a walkable path between Civita (home), entertainment, neighborhood shopping, dining and San Diego River Trail. It is a pedestrian pathway that our neighbors use for our weekly walk to happy hour.

4 What are some of the challenges you faced connecting your places?

Pedestrian walkways are challenged by major vehicular roadways and intersections and lack of pedestrian connections between destinations.

Bike pathways are discontinuous and require biking on major roadways.

Trolley is disconnected from pedestrian access. Bus transit has limited service areas and stops.



Riverwalk Golf Course



San Diego River Trail



Civita Residential Townhome Streetscape



San Diego Mission Basilica de Acala



Wood Ranch BBQ & Grill



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- Bike
- Transit
- Walking

② CIRCA 37 POOL - GREAT PLACE FOR ITS RESIDENTS TO DECOMPRESS.

FUTURE CIVITA SHUTTLE

① CIVITA - MANY RESIDENTIAL OPTIONS, RECREATION, EDUCATION, SHOPPING, & WORK.

FUTURE PEDESTRIAN BRIDGE OVER FRIARS

① CIVITA
② QUALCOMM STADIUM
③ FISDRIP TRAILS

⑤ LOVE SHOPPING AT COSTCO. WHO DOESN'T LIKE A HOT DOG & SODA FOR \$1.99

BUILD BRIDGE ACROSS RIVER

EDUCATION/LIBRARY - IMPORTANT CULTURAL RESOURCE

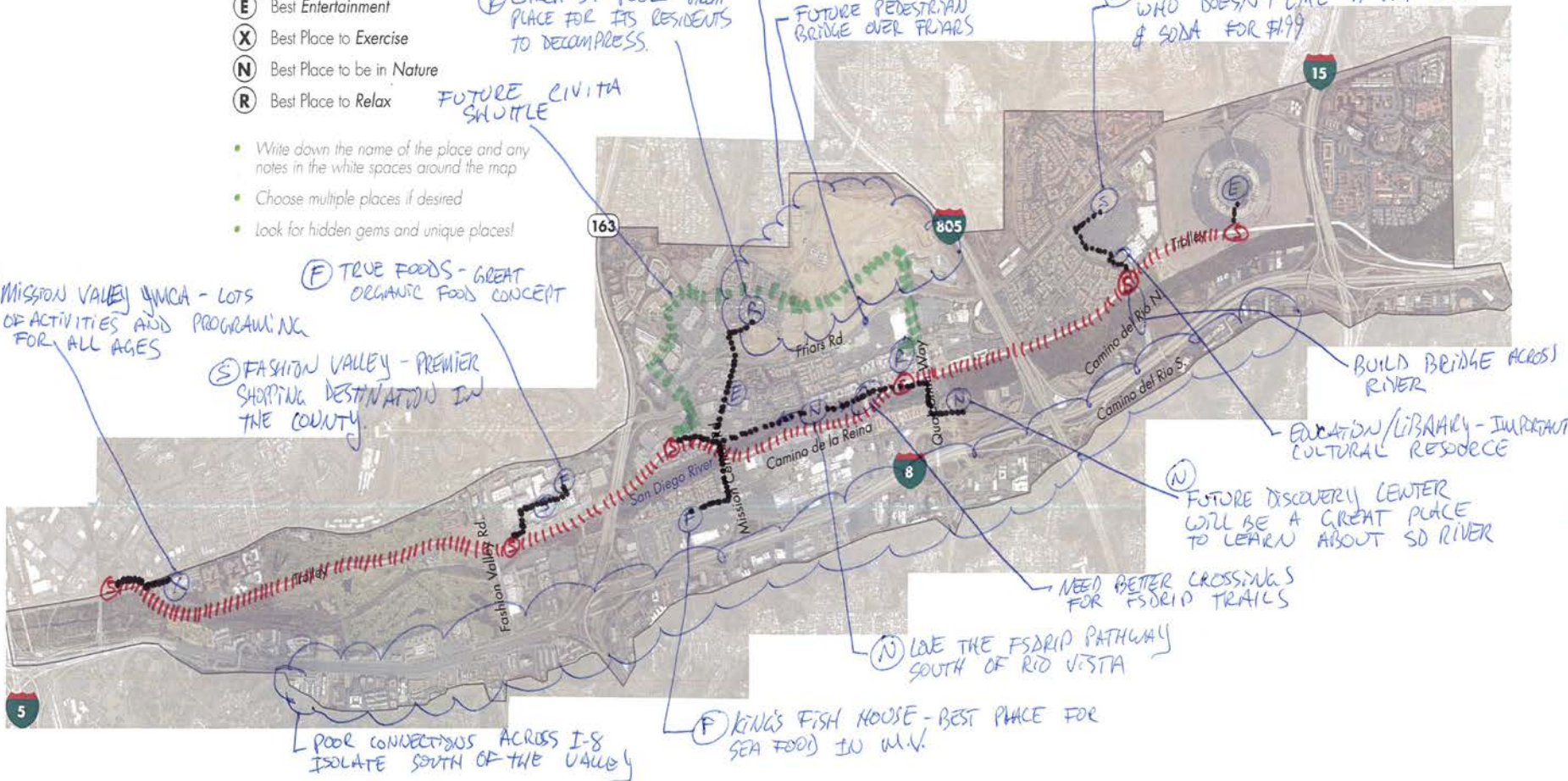
④ FUTURE DISCOVERY CENTER WILL BE A GREAT PLACE TO LEARN ABOUT SD RIVER

NEED BETTER CROSSINGS FOR FISDRIP TRAILS

⑥ LOVE THE FISDRIP PATHWAY SOUTH OF RIO VISTA

⑦ KING'S FISH HOUSE - BEST PLACE FOR SEA FOOD IN M.V.

POOR CONNECTIONS ACROSS I-8 ISOLATE SOUTH OF THE VALLEY



PHOTOS

1 What makes your top 3 places special?

THE SAN DIEGO RIVER IS A GREAT ASSET FOR MISSION VALLEY. QUALCOMM PROVIDES FOR PROFESSIONAL SPORTS, CONCERTS, AND A PLACE FOR EVENTS (FARMER MARKETS, CAR SALES, AUTO CROSS) CIVITA IS PEDESTRIAN ORIENTED AND BEING DESIGNED AS A MODEL FOR SUSTAINABILITY



2 How do these places contribute to the character of Mission Valley?

I LOVE HAVING NATURE AND THE URBAN REALM INTERACT. BOTH THE RIVER & TROLLEY ARE IMPORTANT ORGANIZING ELEMENTS FOR LAND USES ADJACENT TO THEM.



3 Why did you chose the path you drew between special places?

ROUTES WERE ALL BASED AROUND THE TROLLEY I DID NOT BIKE. THE FORMAT OF THIS EXERCISE DID NOT FOCUS ON DRIVING, WHICH IS PROBABLY A BIAS THAT SHOULD BE DISCUSSED. THERE ARE A NUMBER OF VEHICULAR CONNECTIONS THAT NEED TO REMAIN IN THE COMMUNITY PLAN.



4 What are some of the challenges you faced connecting your places?

I DID A LOT OF THIS IN ONE DAY SO I WAS A BIT FRUSTRATED WHEN I HAD TO WAIT FOR THE TROLLEY FOR A LONG TIME. THE MORENO & FASHION VALLEY STATIONS NEED MAINTENANCE (CLEANING, PAINTING, ETC). THEY ARE NOT PLEASANT. RIVER TRAIL STREET CROSSINGS ARE NOT SAFE. NEED MORE PEDESTRIAN SCALE DEVELOPMENT.

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Tlieberman@sandiego.gov

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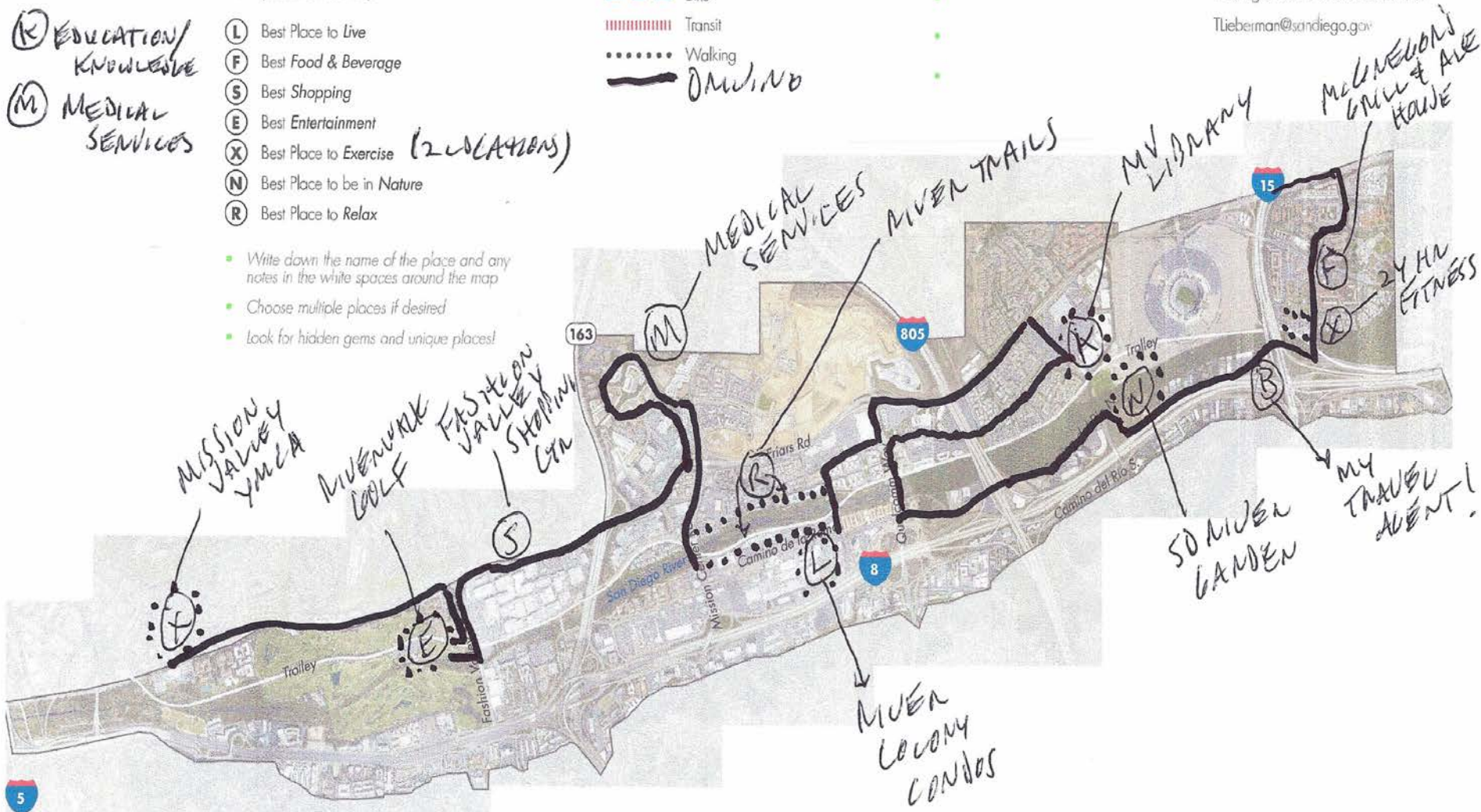
 Bike
 Transit
 Walking
 *Drinking*

TOP 3 PLACES

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•

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PHOTOS

1 What makes your top 3 places special?

MISSION VALLEY IS A NEIGHBORHOOD TRADITION
I LOVE LIBRARIES & THE MV LIBRARY
IS A GOOD ONE! GATHERING PLACE.
RIVER COLONY CONDOS ARE IN THE MIDDLE
OF A WALKABLE/BIKEABLE AREA
OF MV.

2 How do these places contribute to the character of Mission Valley?

I ENJOY THE IDEA OF COMMUNITIES
WITHIN COMMUNITIES. EACH OF
THESE PLACES HELP CREATE A
SENSE OF PLACE.

3 Why did you chose the path you drew between special places?

NOT MUCH CHOICE. ALMOST IMPOSSIBLE
TO WALK A ROUTE THAT WOULD BE
MEANINGFUL. WE HAVE A LOT
OF WORK TO ~~DO~~ DO ON THE
UPDATE!!

4 What are some of the challenges you faced connecting your places?

WITH THE EXCEPTION OF THE LONE
AREAS, MV. IS ALMOST IMPOSSIBLE TO
WALK/BIKE/TRANSIT EXCEPT IN SNIPPETS.
THE MV AREA, ONE OF OUR MOST DEFINING
CHARACTERISTICS, IS ALMOST COMPLETELY
DISCONNECTED FROM ACCESS. THE
~~NORTH~~ SOUTH SIDE SEEM TOTALLY DISCONNECTED
& W/ LITTLE CHARACTER



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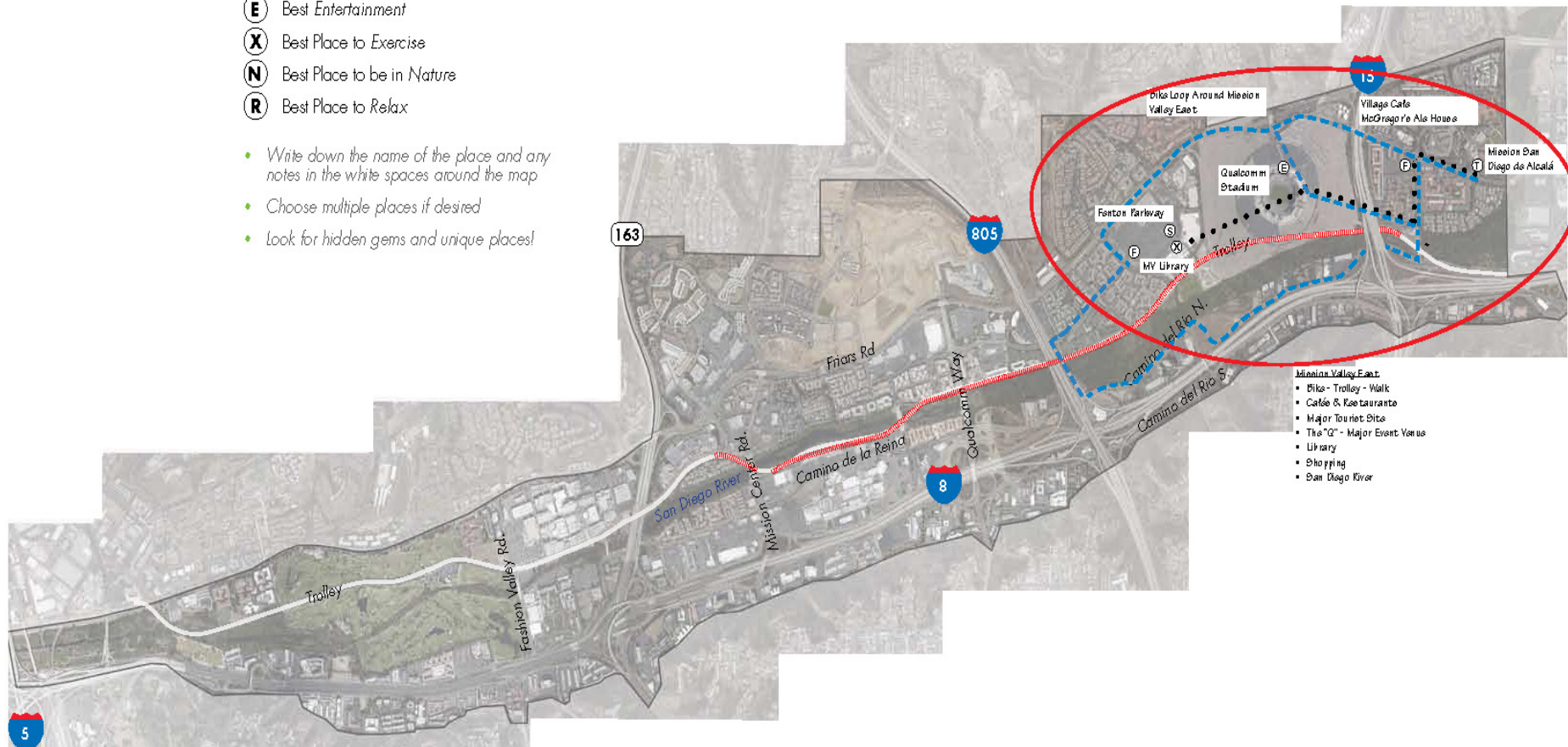
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TOP 3 PLACES:

- Library
- Qualcomm
- Mission San Diego

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PHOTOS

1 What makes your top 3 places special?

The Mission is of historical importance to Mission Valley, California, and the entire US. Tourist destination, house of worship, and site of learning, the Mission is accessible via walking, biking, car, or trolley. From here, you can walk to the "Q". Obviously a huge presence throughout Mission Valley and San Diego, and a great location for all large events inside or in the parking lot including NFL football, college football and bowl games. Swap Meets, RV sales, off-road car racing, etc. Finally, Fenton Parkway and the Library. Shopping, meetings, learning, entertainment, and even exercise at the library.

2 How do these places contribute to the character of Mission Valley?

Other than the San Diego Zoo, Qualcomm Stadium is perhaps the most well-known icon in San Diego. Mission Valley radiates outward from the Stadium via all major highways. Whenever the Chargers play on national TV, the "Q" and the surrounding area is highlighted by the broadcasters. It is definitely part of the Mission Valley identity. The Mission is of great historic significance and helps draw in tourists who may otherwise not see this part of San Diego.

3 Why did you chose the path you drew between special places?

Heading from East Mission Valley to the west, you start with the Mission and start with any means of travel you want, walking, biking, or trolley (or car). Just a short walk and you are at Rancho Mission Plaza where you can find numerous ethnic restaurants, a café, or sports bar. Keep walking to the Stadium - another 5 minutes - and you may see a football game, fireworks, special event, or swap meet. From here, another few minutes walk and you are at Fenton Parkway for shopping, dining, happy hour, or a visit to the library. From here, continue via trolley to the rest of Mission Valley. East Mission Valley is convenient to everything.

4 What are some of the challenges you faced connecting your places?

Trying to place all of the activities - shopping, exercise, food & beverage, etc. I realized that although the San Diego River runs all the way through Mission Valley, nearly down the center, there is little or no access to it from any place in Mission Valley. One of the greatest natural resources for us is unavailable and largely invisible. Secondly, there are no parks, no park benches, no relaxing venues for us. As for food and beverage, although numerous, we don't have any "destination" restaurants. I doubt that any of our restaurants attract clients from out of the Mission Valley area. We have, generally, pizza/casual restaurants attracting the locals.



Mission San Diego de Alcalá



Rancho Mission Plaza



Qualcomm Stadium



Fenton Parkway



Mission Valley Library

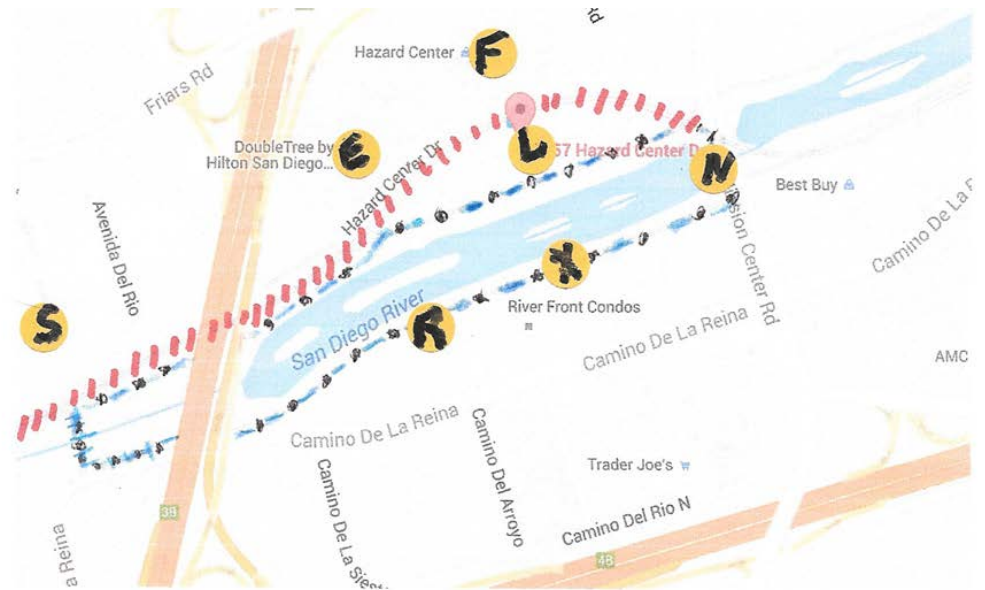


Trolley Station at Fenton Parkway

Terry Fox's Path of Discovery – West Mission Valley

----- Bike
———— Trolley
..... Walking

- L** Union Square Condos on Hazard Center Drive
- F** Intermezzo Espresso in Hazard Center
- S** Fashion Valley Mall
- E** Ultra Star Movie Theater in Hazard Center
- X** The River Walk Trail
- N** Mission Center Road western view of the river
- R** Picnic benches on the south side of the river trail



Path of Discovery – West Mission Valley

What makes your top 3 places special?

Intermezzo is the only “mom and pop” restaurant in Hazard Center and serves great coffee, breakfasts, and lunches. Mission Center Road looking west provides a beautiful view of the river. A new trail under CA-163 provides walking or bicycling access to Fashion Valley Mall.

How do they contribute to the character of west Mission Valley?

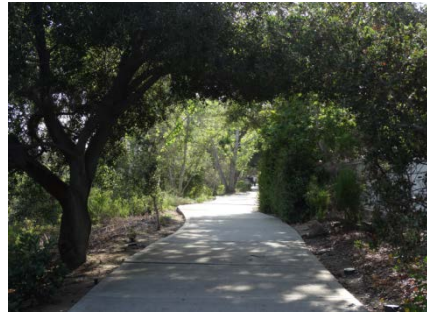
These places offer opportunities to meet with friends and neighbors or to spend time exercising or relaxing in nature,

Why did you choose the path you drew between special places?

You can reach all these places by walking or bicycling—no car is necessary. There is also easy access to Hazard Center and Fashion Valley by bus or trolley.

What are some of the challenges you faced along the way?

After taking the river trail under CA-163, the area between the underpass and the mall is not pedestrian friendly and also floods during heavy rains. Also, when Avenida del Rio floods there is no way to cross the river to the south side of the river trail.



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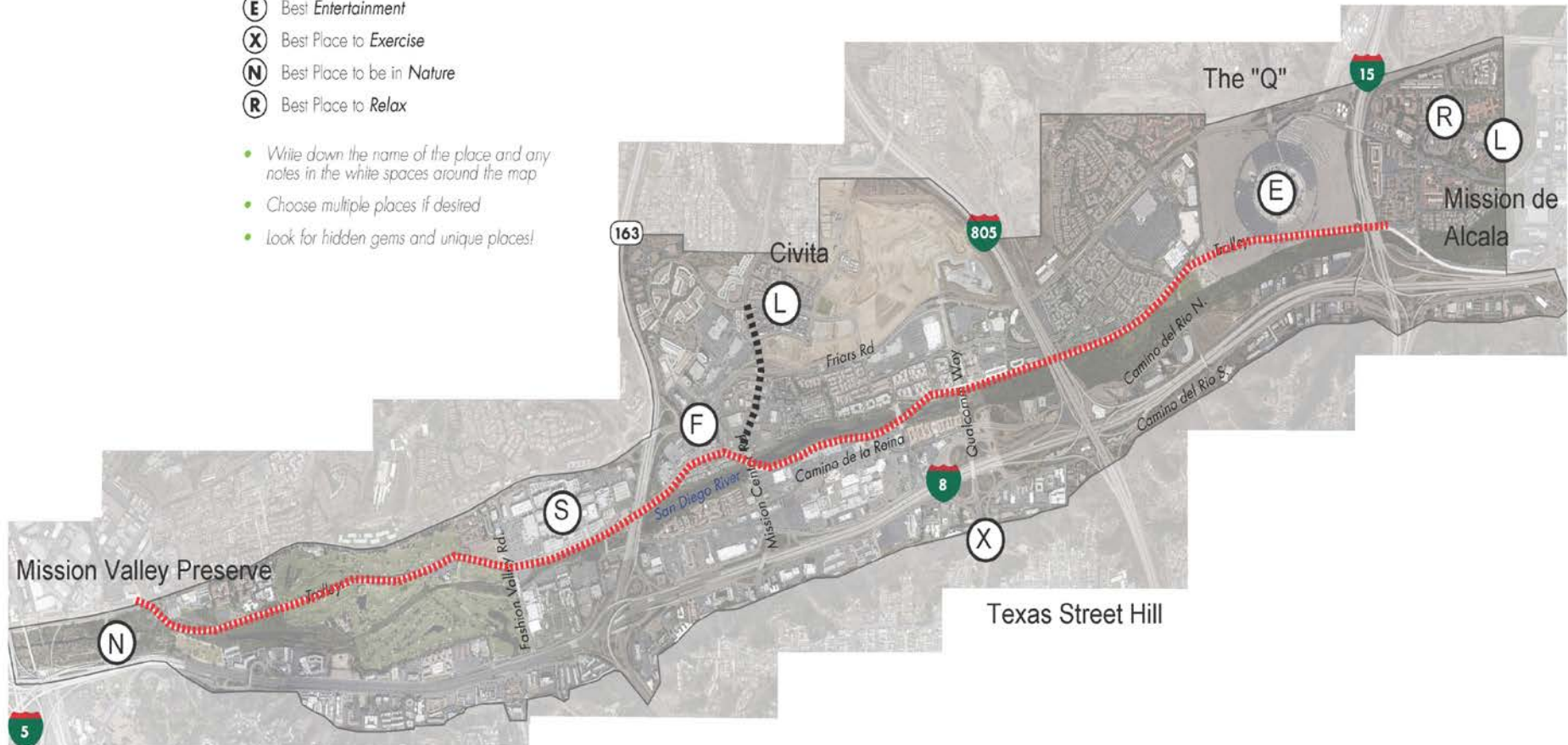
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TOP 3 PLACES:

- Trolley ride along river
- Mission Valley Preserve
- Civita

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PHOTOS

1 What makes your top 3 places special?

Civita is changing how Mission Valley lives. More vertical with room for parks. To have a place like the preserve where being contemplative is the norm is just wonderful. Riding the trolley is, for me, a joy. The view into the river and the canyons are great.



2 How do these places contribute to the character of Mission Valley?

The river built the valley in the first place. Civita is recreating the valley today and the preserve brings one back to the valley roots.



3 Why did you chose the path you drew between special places?

Quite simply it is how I access the valley. I come to the valley to work first then for recreation, relaxation, driving and other activities.



4 What are some of the challenges you faced connecting your places?

I did drive to the Mission de Alcala.

Riding along Friars Road...not so much.

All of the others were easy via the San Diego River trail and on the trolley.

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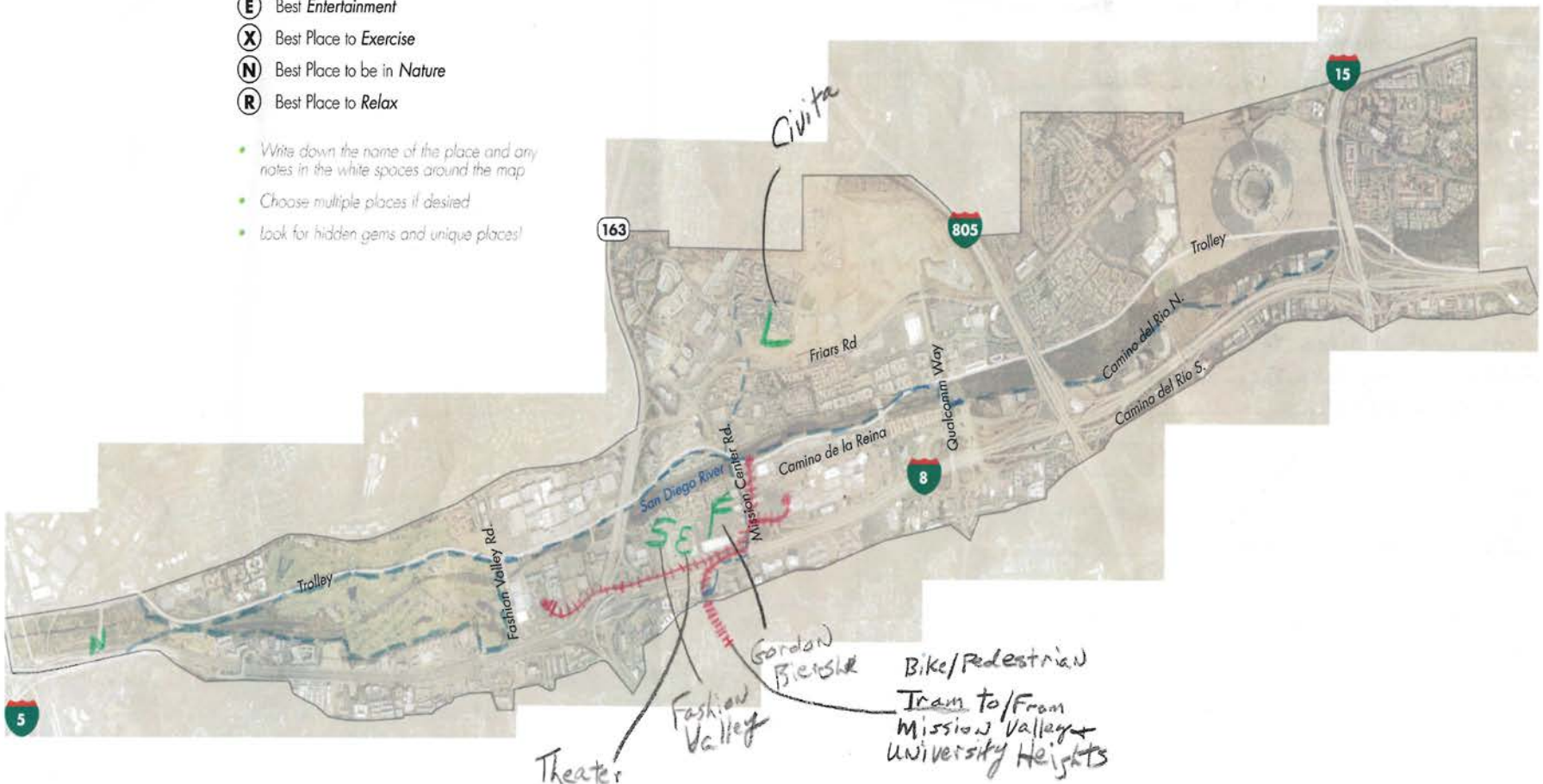
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TOP 3 PLACES

- Bike Ride to Bay
- Fashion Valley
- Mission Valley

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PHOTOS

1 What makes your top 3 places special?

2 How do these places contribute to the character of Mission Valley?

3 Why did you chose the path you drew between special places?

4 What are some of the challenges you faced connecting your places?

Bikes lanes are inconsistent and in some cases unsafe for a family bicycle outing. In the attached photo the bike lane ended on Camino de la Reina. I propose that we look for alternatives to allow bike riding away from heavy traffic.
My neighbor would like to see a skate park in Mission Valley.






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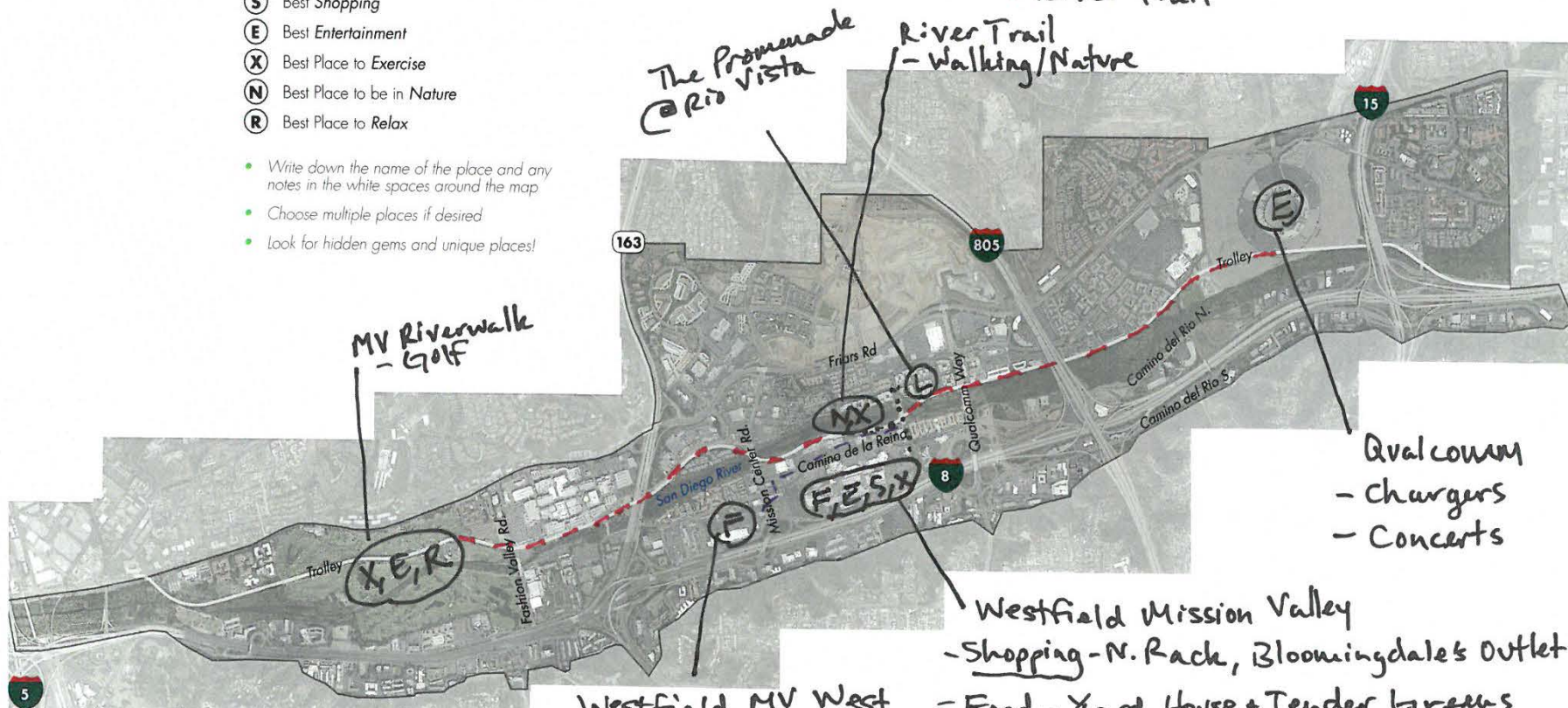
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TOP 3 PLACES:

- Westfield MV
- Qualcomm
- River Trail

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Westfield MV West
Food-King's Fish House
- Lazy Dog
- Coffee Bean
- Trader Joe's

- Westfield Mission Valley
- Shopping - N. Rack, Bloomingdale's Outlet
- Food - Yard House + Tender Greens
- Entertainment - AMC
- Exercise - 24 Hour Fitness

PHOTOS

1 What makes your top 3 places special?

Qualcomm - Unique to MV. Unites San Diego by rooting for the local team!
Westfield MV - One stop shop w/ Target, AMC, quality food options & outdoors.
River Trail - Tranquil area to exercise - Family & Dog Friendly.

2 How do these places contribute to the character of Mission Valley?

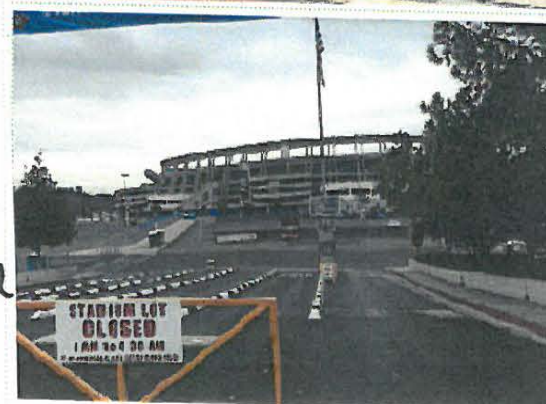
MV has a wonderful blend of live, work, play. These 3 special places are all very different but can easily be experienced in one day! All three places are landmarks to MV and drive tourism to the area.

3 Why did you chose the path you drew between special places?

It was the safest and quickest way to my destination. I selected the apartment due to walkability and proximity to rail system.

4 What are some of the challenges you faced connecting your places?

The bicycle option to Westfield MV West is the most challenging to navigate due to under developed bike paths.



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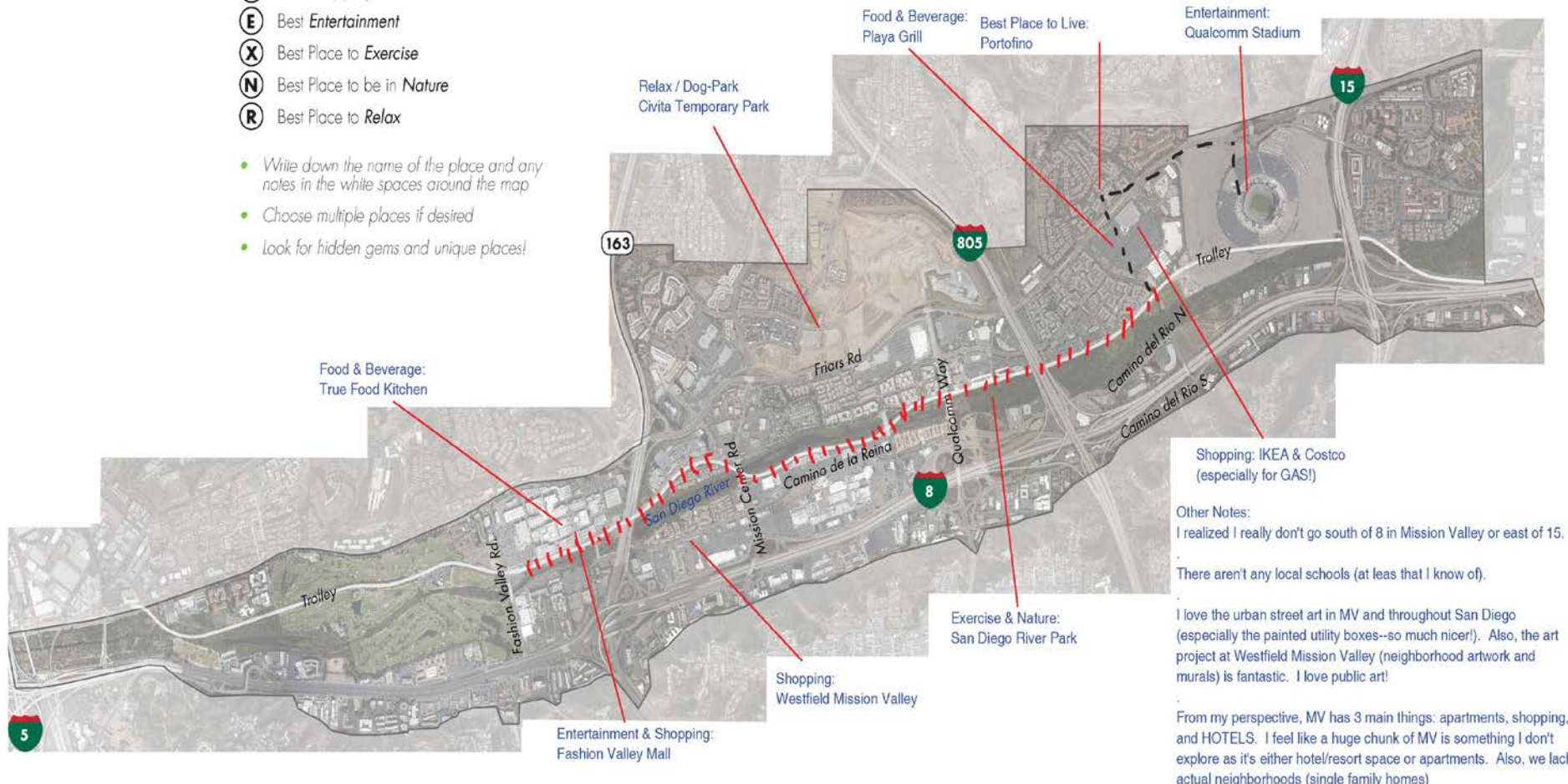
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TOP 3 PLACES:

- Portofino Apartments
- Fashion Valley Mall
- Civita Temporary Park

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Other Notes:

I realized I really don't go south of 8 in Mission Valley or east of 15.

There aren't any local schools (at least that I know of).

I love the urban street art in MV and throughout San Diego (especially the painted utility boxes--so much nicer!). Also, the art project at Westfield Mission Valley (neighborhood artwork and murals) is fantastic. I love public art!

From my perspective, MV has 3 main things: apartments, shopping, and HOTELS. I feel like a huge chunk of MV is something I don't explore as it's either hotel/resort space or apartments. Also, we lack actual neighborhoods (single family homes)

PHOTOS

1 What makes your top 3 places special?

Portofino Apartments has been my home since I moved to San Diego in Feb. 2014. Not only are the apartments themselves and management staff great, but its a fantastic location. I can always get cheap gas from Costco and can walk across the street (using the pedestrian bridge under Friars Road) for Taco Tuesdays at Playa Grill! It's also nice to walk my dog through our complex and we have a wonderful pool area to relax in. Fashion Valley mall is where my boyfriend and I spend a lot of time, whether eating at True Food Kitchen, walking around and shopping, or going to the movies. Finally, the temporary park is great because it is the closest public dog park available. The green space is also nice to sit under one of the (albeit sparse) trees and relax after a long day. We haven't made it to one of the movie nights yet, but we love that we have that at both the Temporary Park and at our apartments!

2 How do these places contribute to the character of Mission Valley?

I think the biggest community builder would be the temporary dog park/park at Civita as it provides a gathering places for local residents to relax and chat. I'm excited to see what the final park will look like, especially the dog park, as we like to spend our free time playing with our dog and relaxing after a long day/week's work. While I don't get the sense that Mission Valley has a lot of historical aspects (it all seems fairly new (last 50 years or so), I think it is certainly a central hub connecting various neighborhoods of San Diego (although I wish we had our own sign, versus just the painted one at Mission Center Road & Friars).

3 Why did you chose the path you drew between special places?

It is very easy for us to walk to the Trolley and the Fenton Parkway shopping center. We've walked to Chargers games, but it definitely is NOT safe as we had to cross through the parking lot with no designated pedestrian area. At night, we definitely almost got hit a couple times (probably people weren't 100% sober, but there was no designated path or great lighting). I have a friend who bikes down Friars, but that seems too scary for me. Even if you were to bike on sidewalks, there aren't really great sidewalks to walk all the way up/down Friars (think 163 interchange or once Friars turns into a mini freeway between Qualcomm Way & Mission Center Road). The trolley is a fantastic resource, except that it is too infrequent, especially to justify using it to get to the mall (If you miss it, a quick 20 min trip turns into a 40 min trip). But if you time it right (and the trolley is on time!), then it's a great way to get to the mall and back, especially when traffic/parking is bad during the holidays.

4 What are some of the challenges you faced connecting your places?

One of the major challenges is the lack of timely public transportation. From where I live, I have a 10 minute walk to the trolley or a 30 minute walk to the nearest bus stop. Because the trolley only comes every 15-20 minutes, if I happen to miss it (and it isn't always on time), then I am significantly delayed. Additionally, there is no easy way to get to Hillcrest/Balboa park or other key locations from where I live. I would either have to walk/drive to the nearest bus-stop or take the trolley to the FV transit center and then change buses. I'd be willing to take the longer way if I was commuting everyday to downtown or Balboa Park, but just for a quick trip to the mall or the park, it is very inconvenient as it takes almost 4 times as long to get anywhere with public transport versus driving. Additionally, I can't even get to Mission Bay Park with public transport (and it's a 40 minute bike ride).



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- (F) Best Food & Beverage
- (S) Best Shopping
- (E) Best Entertainment
- (X) Best Place to Exercise
- (N) Best Place to be in Nature
- (R) Best Place to Relax

- Write down the name of the place and any notes in the white spaces around the map
- Choose multiple places if desired
- Look for hidden gems and unique places!

- 2 Draw a "Path of Discovery" between the key destination points. Think about a path that includes:

- — — Bike
- ||||| Transit
- Walking

- 3 Pick three places from your path.

TOP 3 PLACES:

- Qualcomm Stadium
- San Diego River Trail
- Fashion Valley Mall

- 4 Provide photos and feedback on the questions written on the back side of this page. When you have completed the exercise, please bring to the next meeting or email Tara Lieberman at:

TLieberman@sandiego.gov



PHOTOS

1 What makes your top 3 places special?

Qualcomm hosts amazing games for SDSU Aztecs. The tailgating is fun and inexpensive. The San Diego river trail is where I like to exercise as well as relax. Fashion Valley mall offers it all from world class shopping to movies.

2 How do these places contribute to the character of Mission Valley?

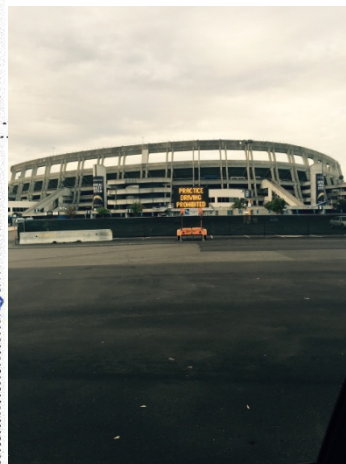
I believe that Mission Valley's character is shared by Qualcomm Stadium and Fashion Valley. These are what Mission Valley is. Probably the most notable locations that bring people into Mission Valley.

3 Why did you chose the path you drew between special places?

I drew the easiest way for me to get around. I like the place I live for this reason. It is easy to hop on the trolley and travel throughout Mission Valley. However, often times it is unpleasant I prefer my car.

4 What are some of the challenges you faced connecting your places?

As addressed in above, it is easy to utilize the trolley when I plan accordingly however often it is hard to take the wait additional time waiting for trolleys to come when I need to get food or visit friends.



1 A friend is moving to Mission Valley and you have offered to show him/her around. Plan a day of exploration by identifying your favorite special places in the community. Use the following symbols to mark those places on the map:

- (T) Trolley Station
- (B) Transit center
- (MVP) Mission Valley Preserve
- (R) Education

- (L) Best Place to Live
- (F) Best Food & Beverage
- (S) Best Shopping
- (E) Best Entertainment
- (X) Best Place to Exercise
- (N) Best Place to be in Nature
- (R) Best Place to Relax

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- — — — — Bike
- ||||| Transit
- Walking

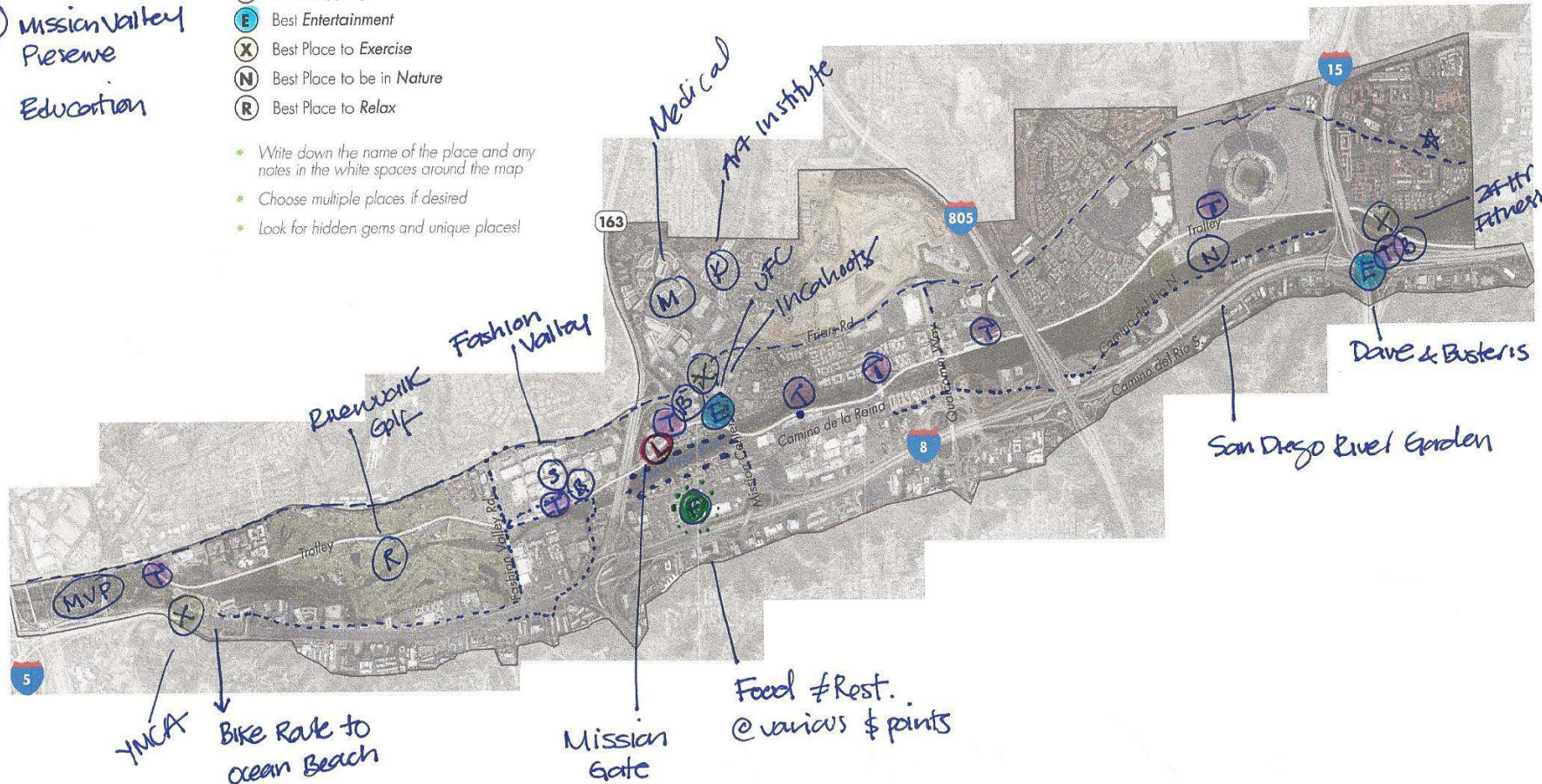
3 Pick three places from your path.

TOP 3 PLACES:

Mission San Diego

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PHOTOS

1 What makes your top 3 places special?

Mission San Diego reflects San Diego history, and it is an experience to go there as it is the start of The California Mission Trail.

I'm pretty sure Mission Valley got its name from this beautiful Mission

2 How do these places contribute to the character of Mission Valley?

I think MV character has changed a lot through the years, you pretty much don't have any open spaces or parks.

3 Why did you chose the path you drew between special places?

Even though there are many forms of transportation; trolley, bus routes, transit centers, bike lanes... it is really hard to get from ~~walk~~ place to place by using these modes and then walking to your destination

4 What are some of the challenges you faced connecting your places?

There are only a handful of streets that connect MV from the South to the North, The River is completely blocked w/ no access to it

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Z Conveniences, Trolley

- Write down the name of the place and any notes in the white spaces around the map
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- 2 Draw a "Path of Discovery" between the key destination points. Think about a path that includes:

- Bike
- Transit
- Walking
- Driving

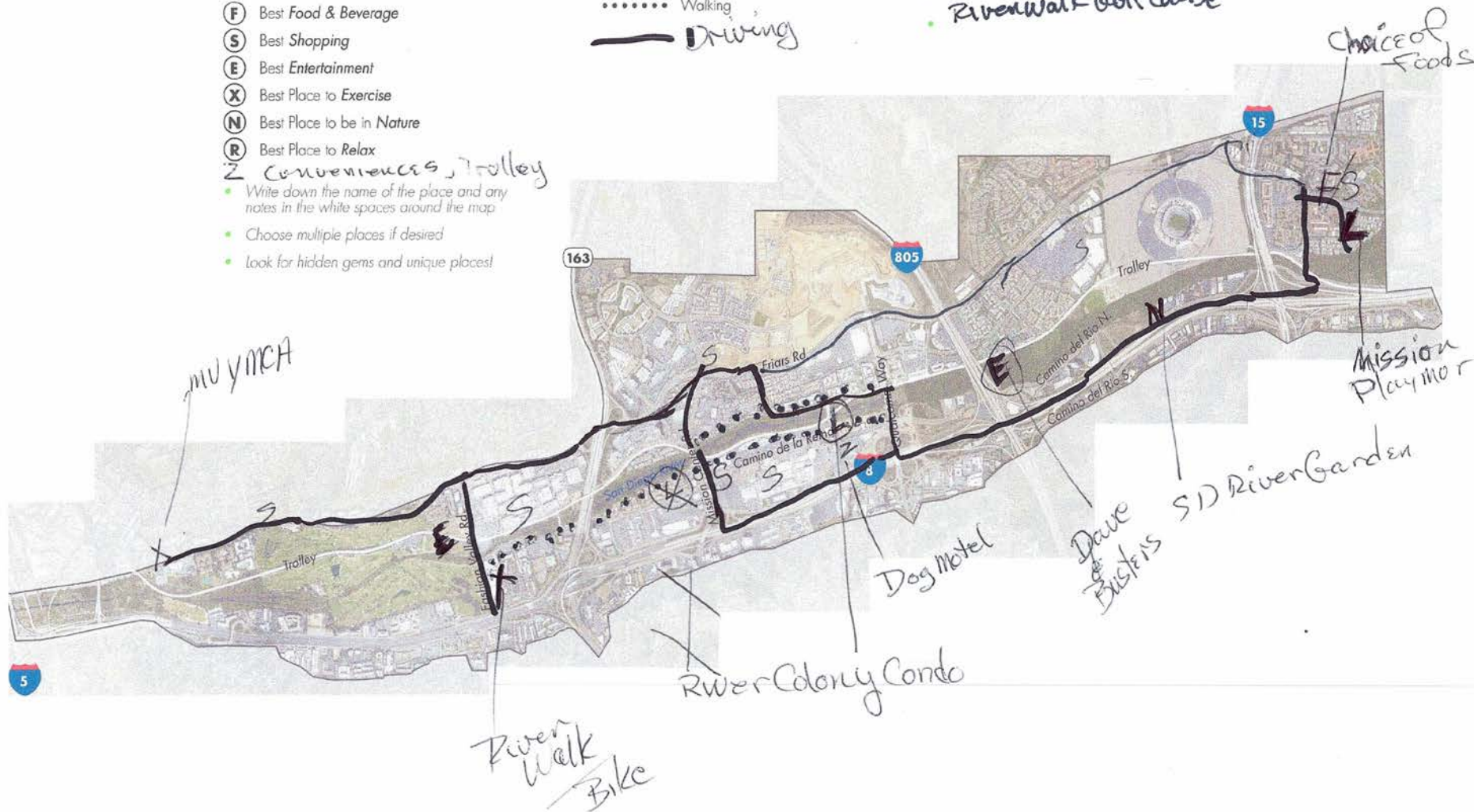
- 3 Pick three places from your path.

TOP 3 PLACES

- Riverwalk
- SD River Garden
- Riverwalk Golf Course

- 4 Provide photos and feedback on the questions written on the back side of this page. When you have completed the exercise, please bring to the next meeting or email Tara Lieberman at:

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PHOTOS

1 What makes your top 3 places special?

Beautiful natural places
to show off to visitors.
unique to SD.

2 How do these places contribute to the character of Mission Valley?

They should be the focal points
to build around & unite the
area around the SD River.

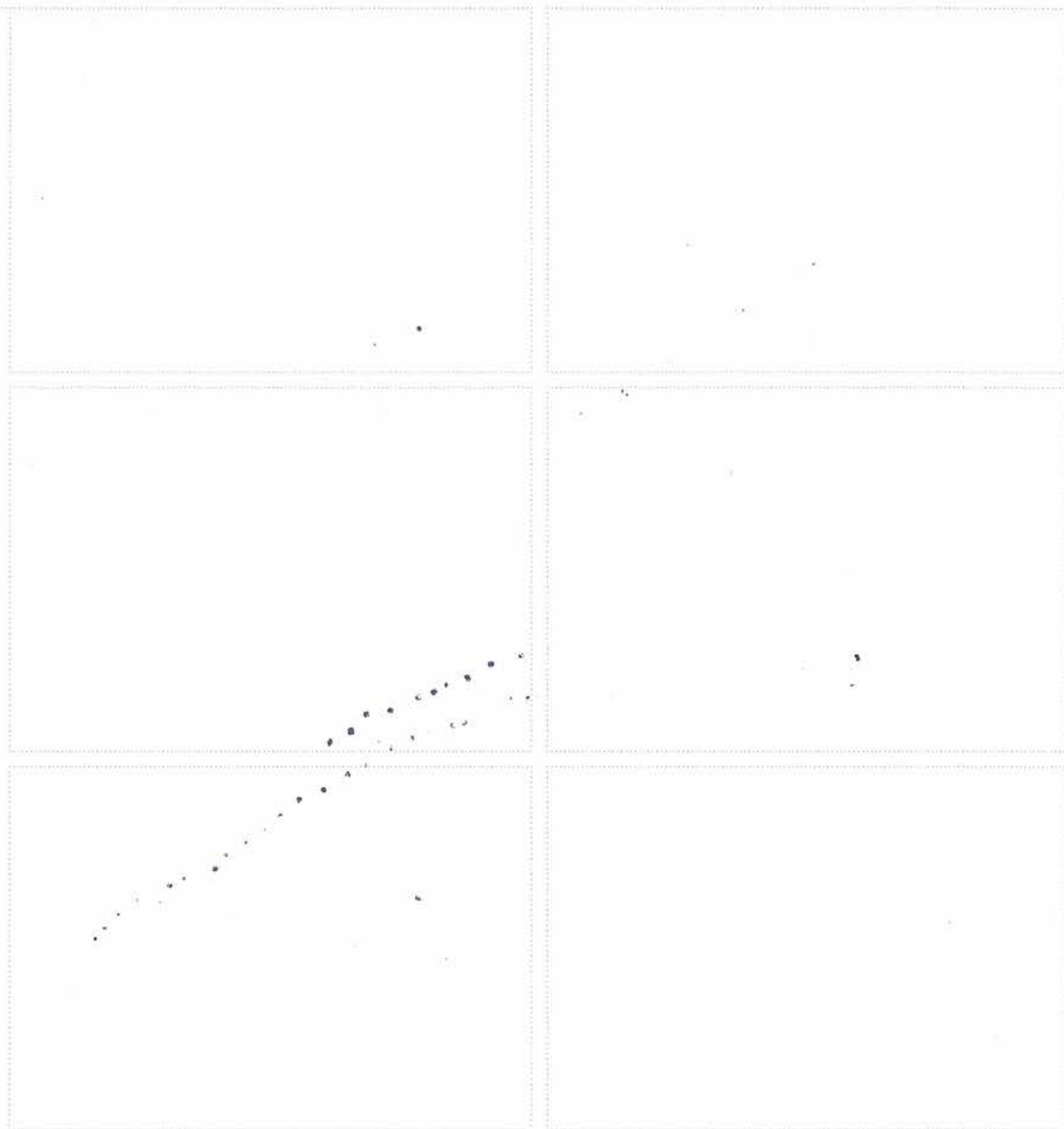
3 Why did you chose the path you drew between special places?

Best to show off the available
conveniences & beauty of
the area

4 What are some of the challenges you faced connecting your places?

The river walk ends
so there is no way to follow
it all the way.

Driving can be challenging
with one way areas etc.



Rob Hutsel

1:

L- Civita
F – SanSai – Hazard Center
F – McGregor's
F- Qualcomm Stadium
S – Mission Valley Shopping Center
S- Fashion Valley
E- Fashion Valley
E- Qualcomm Stadium
X – River Trail
X – Sefton Park
X – Mission Valley YMCA
N- San Diego River at Mission Center Road
N – Mission Valley Preserve Garden
R – Starbucks at Fenton Marketplace
R- Starbucks at Hazard Center
V – Mission San Diego de Alcala
V – Ferrari House

V = Places to visit (other)

TOP 3 places

1. River at Mission Center Road
2. Sefton Park
3. Qualcomm Stadium

1. What makes your top 3 places special?
 - a. The river views can be beautiful and provide a green refuge in a sea of pavement
 - b. Sefton Park is the only active park in the community
 - c. Qualcomm Stadium has a lot of history and Charger Games are fun
2. How do these places contribute to the character of Mission Valley?
 - a. The River is the green infrastructure that identifies the community and the potential it offers
 - b. Not much as it is not very well connected to most of the community
 - c. A great deal! During games and events it will more than double the population of the community. When not being used it speaks to the potential of how this location can redefine Mission Valley
3. Why did you chose the path you drew between special places
 - a. It is the most direct
 - b. It centers on the Trolley, which offers some great views of the River
4. What are some of the challenges you faced connecting you places
 - a. The freeways and river can block direct access
 - b. Trolley stops aren't always at convenient places
 - c. There aren't sufficient maps and directional signage utilizing the trolley stops
 - d. The River Trail is not complete

MAP A PATH OF DISCOVERY THROUGH MISSION VALLEY ...

Path of Discovery

- 1** A friend is moving to Mission Valley and you have offered to show him/her around. Plan a day of exploration by identifying your favorite special places in the community. Use the following symbols to mark those places on the map:

- (L)** Best Place to *Live*
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- (S)** Best *Shopping*
- (E)** Best *Entertainment*
- (X)** Best Place to *Exercise*
- (N)** Best Place to be in *Nature*
- (R)** Best Place to *Relax*

- Write down the name of the place and any notes in the white spaces around the map
- Choose multiple places if desired
- Look for hidden gems and unique places!

- 2** Draw a "Path of Discovery" between the key destination points. Think about a path that includes:

- — — — — Bike
- ||||| Transit
- • • • • Walking

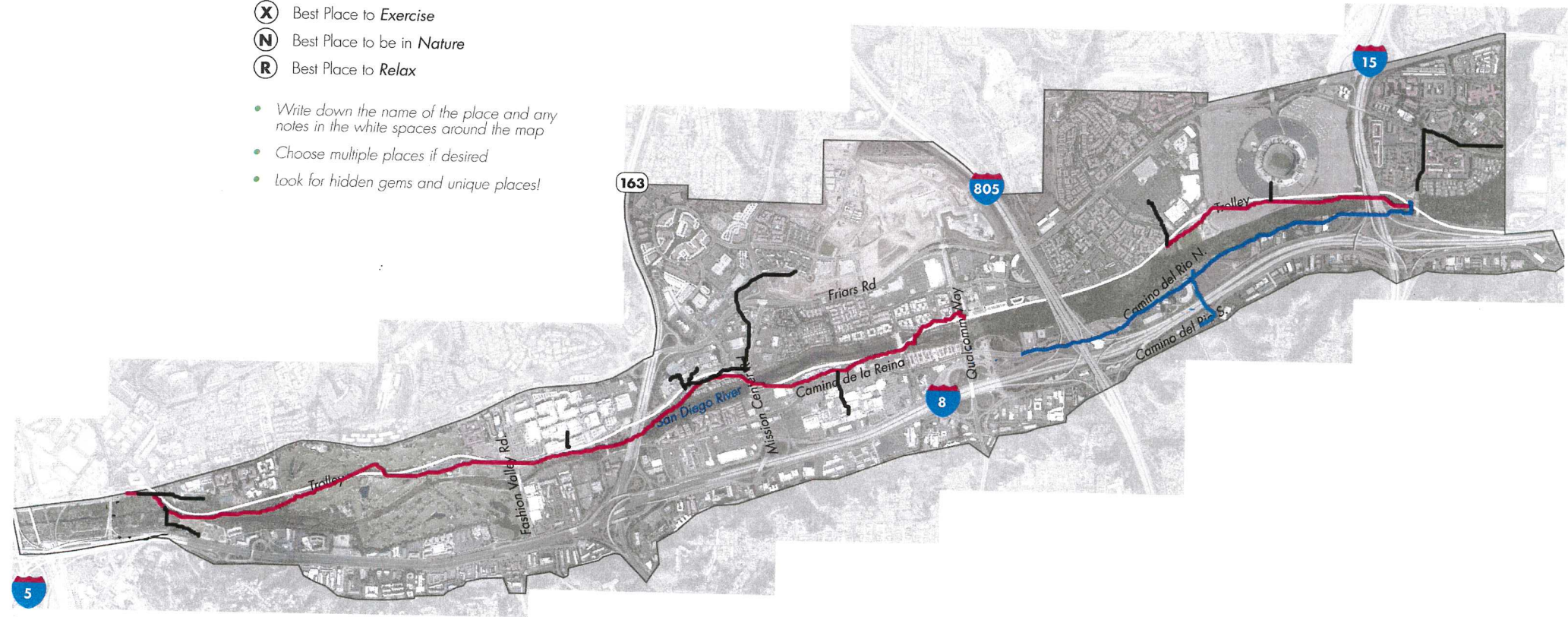
- 3** Pick three places from your path.

TOP 3 PLACES:

-
-
-

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1

What makes your top 3 places special?

2

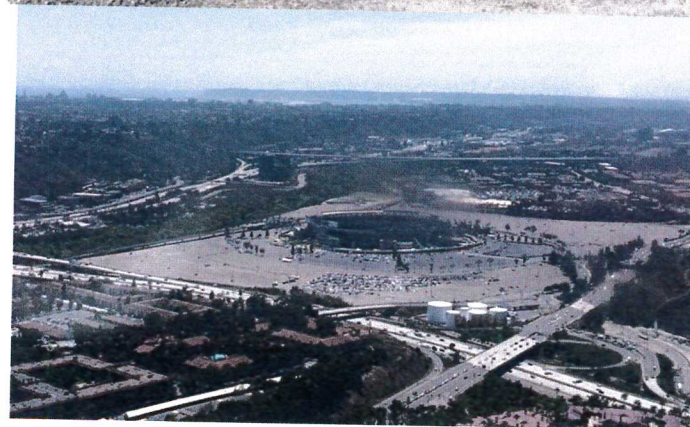
How do these places contribute to the character of Mission Valley?

3

Why did you chose the path you drew between special places?

4

What are some of the challenges you faced connecting your places?



MAP A PATH OF DISCOVERY THROUGH MISSION VALLEY ...

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- Walking

3 Pick three places from your path.

TOP 3 PLACES:

- Qualcomm Stadium
- Fashion Valley Mall
- Civita

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L = Civita

S = Fashion Valley Mall

E = Qualcomm Stadium

X = Chuze Fitness

R = Hazard Center

N = Riverwalk Golf Club

F = King's Fish House



PHOTOS

1 What makes your top 3 places special?

- The Q - hosted 3 (NFL) Super Bowls, 2 All-Star Games (MLB), Countless College, HS, and Pro football games including Holiday + Poinsettia Bowls
- Civita - Great Views, location new
- Fashion Valley Mall - good shopping, diverse crowd

2 How do these places contribute to the character of Mission Valley?

Most famous landmark in MV = The Q
Great retail options = Fashion Valley Mall
Civita is the future, anchor of Mission Valley to come

3 Why did you chose the path you drew between special places?

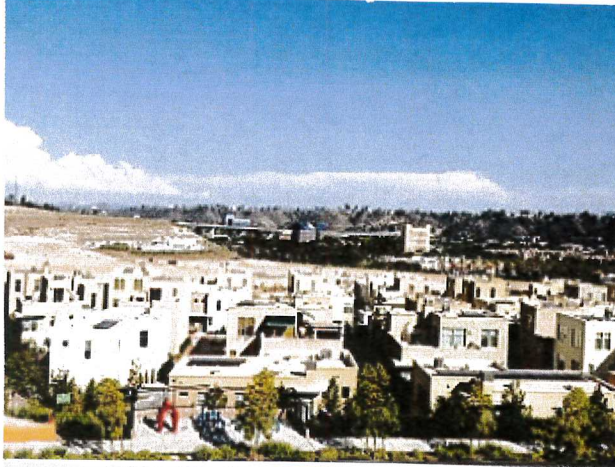
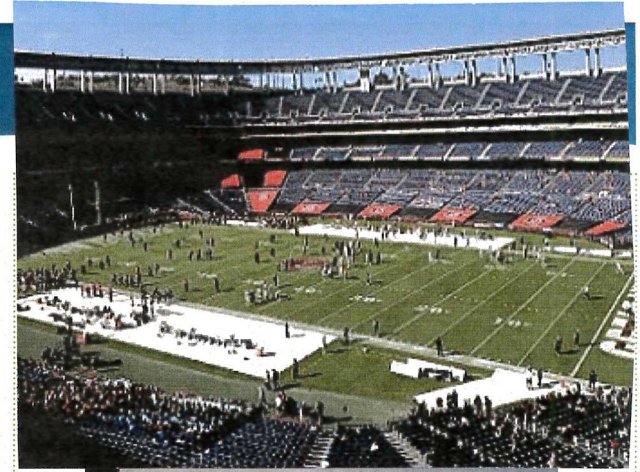
Proves that a person can visit many places in Mission Valley and do so without an automobile... but it's not as easy as it could or should be

4 What are some of the challenges you faced connecting your places?

Mission Valley isn't the easiest community in San Diego to access on foot/bicycling.

Frequency of mass transit options isn't nearly sufficient enough.

Streetlights in Mission Valley, especially on Qualcomm Way/Texas Street aren't properly in sync = bad traffic flow!!!



MAP A PATH OF DISCOVERY THROUGH MISSION VALLEY ...

Path of Discovery

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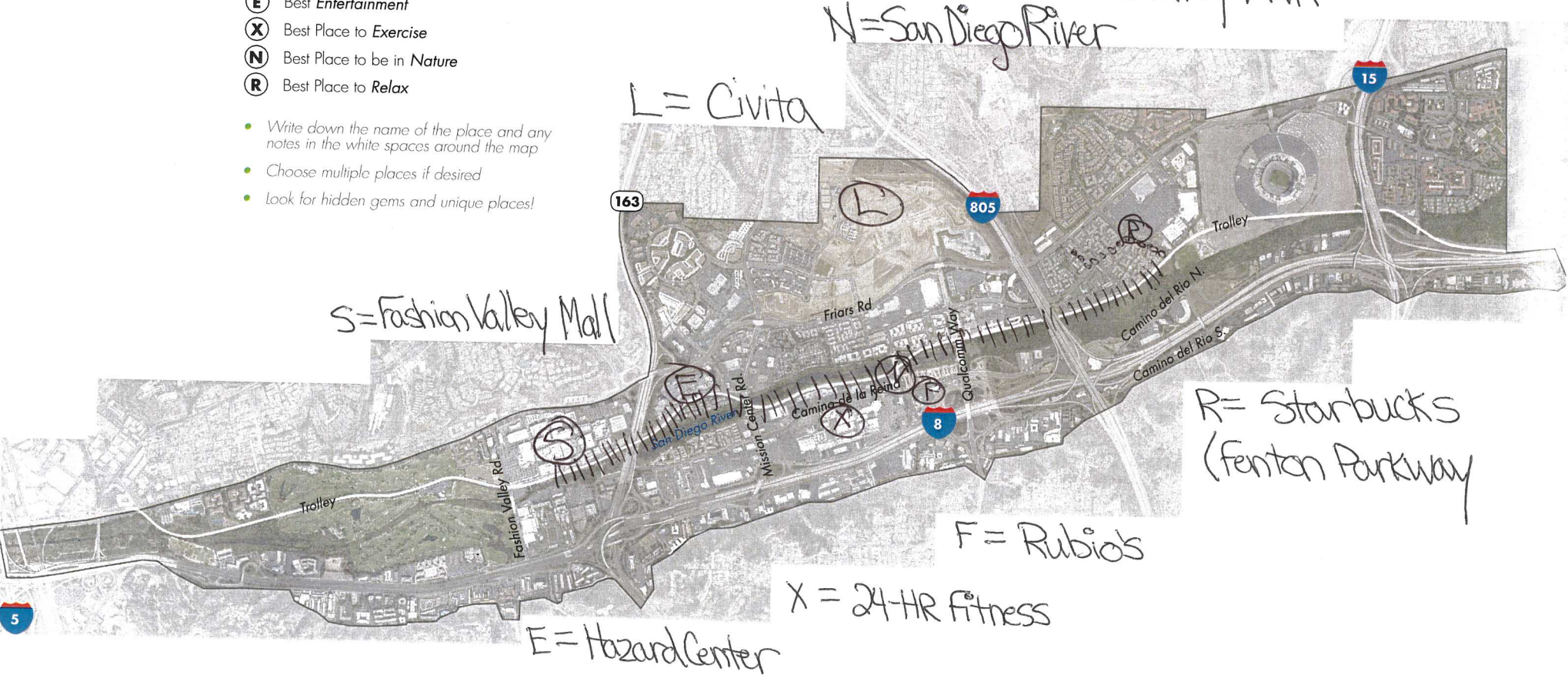
3 Pick three places from your path.

TOP 3 PLACES:

- Starbucks
- Civita
- Fashion Valley Mall

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PHOTOS

1 What makes your top 3 places special?

Starbucks - I like coffee

Civita - I like new housing, neighborhoods

Fashion Valley Mall - I like fashion shopping

2 How do these places contribute to the character of Mission Valley?

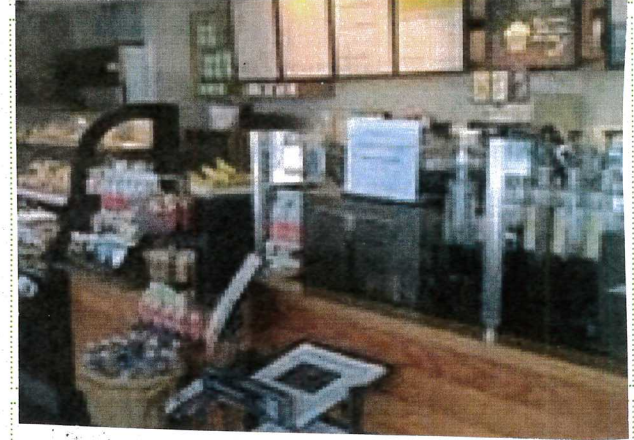
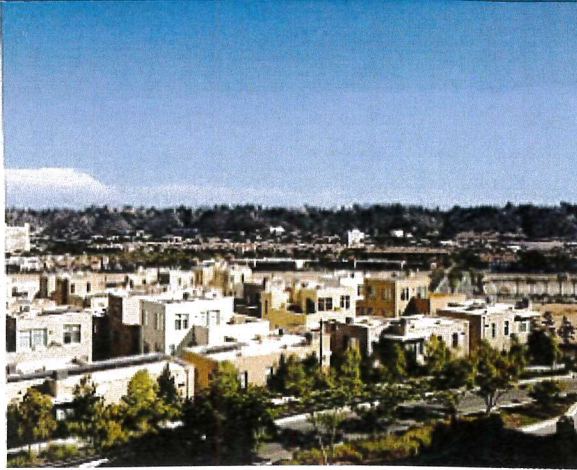
They're centrally located and visually branded. Local access to all three places via Friars Road makes them easy to get to.

3 Why did you chose the path you drew between special places?

Starbucks and Fashion Valley Mall are easily accessible via transit (trolley) and walking. Civita is tough until pedestrian bridge (scheduled) is built. Still have to drive there.

4 What are some of the challenges you faced connecting your places?

Timing of trolley stops - not frequent enough. Handrails due to safety concerns. Civita is hard to access via bus, trolley or biking. Pedestrian bridge is desperately needed for Civita. A bike sharing system/program would be ideal for Mission Valley.



Path of Discovery

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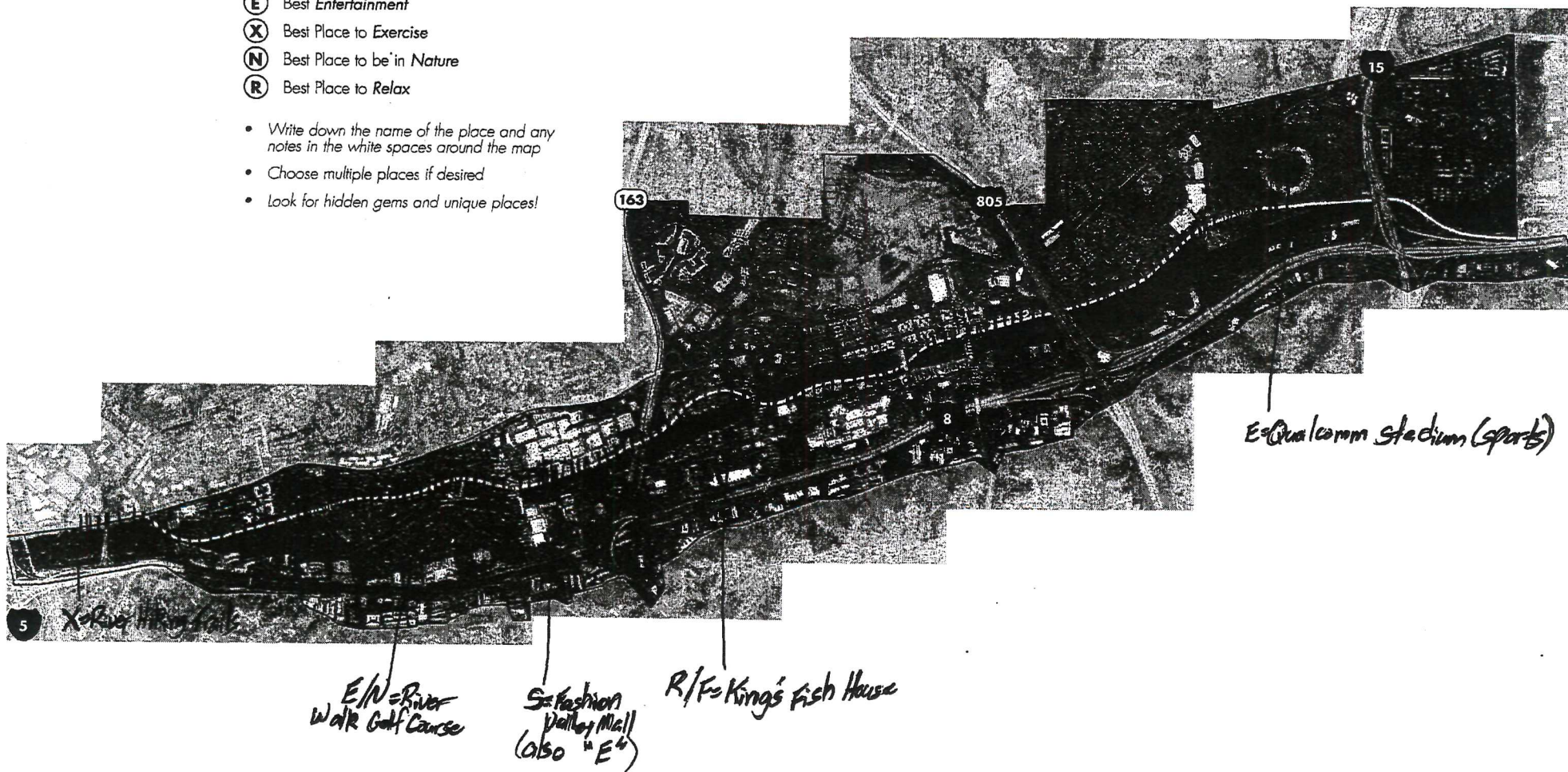
- 3 Pick three places from your path.

TOP 3 PLACES:

- Kings Fish House
- Fashion Valley Mall
- River Walk Golf Course

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PHOTOS

1 What makes your top 3 places special?

Great seafood + drinks; outstanding shopping opportunities; and a very attractive golf course showcasing nature's beauty.

2 How do these places contribute to the character of Mission Valley?

They show how well rounded and diverse the attractions are in the valley.

It's more than just a congested, dense community than people might think.

3 Why did you chose the path you drew between special places?

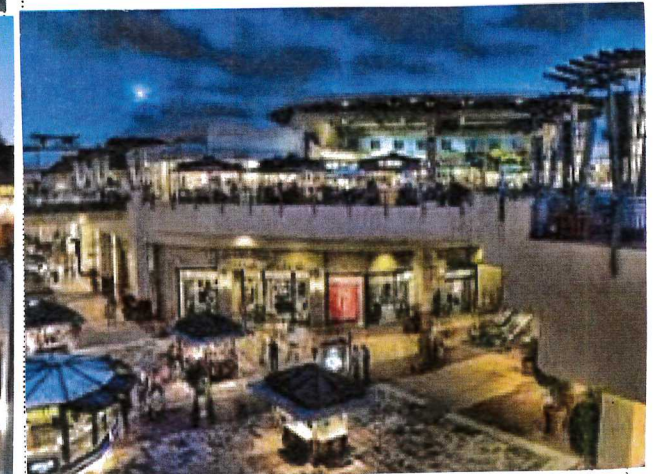
Attempted to use trolley as much as possible to minimize need to drive and park.

Driving is difficult in the valley.

4 What are some of the challenges you faced connecting your places?

Walk from trolley stations.

Traffic is very high throughout the valley.



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- (LW)** **(R)** Best Place to *Learn*
 - Write down the name of the place and any notes in the white spaces around the map
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Convince 3 friends to do this

2 Draw a "Path of Discovery" between the key destination points. Think about a path that includes:

- ■ ■ Bike
- ||||| Transit
- ● ● ● ● Walking

3 Pick three places from your path.

TOP 3 PLACES:

- River Path Trail
- Fenton / Ralphs Shopping Center
- Fashion Valley Mall

4 Provide photos and feedback on the questions written on the back side of this page. When you have completed the exercise, please bring to the next meeting or email Tara Lieberman at:

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Elizabeth Leventhal

PHOTOS

[Via Adobe
Acrobat or
Email]

1 What makes your top 3 places special?

Convenience (Shopping / Food & Beverage)

The River (Nature / Relaxing)

Location (Entertainment / Shopping)

2 How do these places contribute to the character of Mission Valley?

They provide a gathering place, a sense of community, a place to go on walks & be in nature, and a sense of convenience re errands & doing things locally in one's nhbd.

3 Why did you chose the path you drew between special places?

Because its the general route of where I go & how I traverse the Valley on a weekly basis

4 What are some of the challenges you faced connecting your places?

They are somewhat far apart, face congestion during high traffic times, are not all easily walkable to & from, or even driveable to/from due to road circulation issues.